

Cleanup of 'Sexy' Movie Ads Demanded

New York—(RNS)—Movie advertisements in newspapers are "suggestive" and "sexy," America, the Jesuit Catholic weekly published here, charged in an editorial calling for a cleanup.

Recalling a recent statement by Eric Johnston, president of the Motion Picture Producers and Distributors of America, Inc., that the industry would "maintain its high moral standards in films," the magazine declared that "whatever be the self-discipline of the industry in the matter of film-content, the advertisements that spread their allure over the pages of our newspapers and billboards leave much to be desired."

The editorial asserted that "even films that themselves are relatively free of sexiness are advertised with the most suggestive pictures," and called upon Johnston to extend the industry's "moral controls" to newspaper ads.

The Legion of Decency and other review agencies, it was pointed out, have no influence in controlling advertisements. "This

Palm Sunday Air Program
 Garrison, N. Y. — (NC) — The drama of the first Palm Sunday when Our Lord made His triumphant entry into Jerusalem, will be the theme of Sunday, April 14, of the Ave Maria Hour radio program, produced by the Franciscan Friars of the Attonement, of Graymoot Monastery here. It also was announced that the story of the Resurrection will be enacted on the Easter Sunday program.

Drink Homogenized Milk
 BECAUSE:
 1. It contains 400 units of Vitamin B.
 2. It has a better flavor.
 3. It digests sooner.
 4. It has cream in every drop.
 5. It is better for making custards and gravies.

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 BULOVA - GRIEN
 HAMILTON - ELGINS

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 2892 Dewey Avenue
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 Char. 2079

CHARLES H. LEIS Funeral Home
 2692 DEWEY AVE.
 Char. 430 Char. 2091-W

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 MASSES - Sunday 8, 9, 10:30 and 11 A. M.

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 Hay - Coal - Beans

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 CANANDAIGUA, N. Y.
 Clothing and Furnishings for Men and Boys

HOWARD'S DAIRY
 G. M. Walker and Carl Kona, Prop.
 ELECTRO-PURE PASTEURIZED MILK and CREAM
 DAIRY - 218 O'NEARLY ST.
 Phone 219 Canandaigua, N. Y.

Notre Dame Head On Catholic Hour

Notre Dame, Ind. — The Rev. J. Hugh O'Donnell, C.S.C., President of the University of Notre Dame, will give a series of five talks over the Catholic Hour, in cooperation with the National Broadcasting Company.

The Catholic Hour is broadcast at 6 P. M. Eastern Time, every Sunday, over the NBC Network.

Father O'Donnell, who is a noted orator, will speak on the general subject of "Hall Holy Queen." The individual titles of his talks will be: April 28 — "Our Country's Queen"; May 5 — "The Merciful Mother"; May 12 — "Lessons in Worship"; May 19 — "Why the Madonna?"; May 26 — "All Through the Year."

Catholics On the Radio

Catholic radio programs broadcast in the Rochester Diocese areas are the following:

Sunday — WUCO (Ithaca) — Ave Maria Hour — 9:30 a. m.
Sunday — WRBO (Rochester) — Catholic Corner — 10:30 a. m.
Sunday — WRAM (Rochester) — Rochester Catholic Hour, 11:15 a. m.
Sunday — WREN (Buffalo) — NBC Catholic Hour, 8 p. m.
Sunday — WRYE (Syracuse) — Catholic Hour, 4:30 p. m.
Sunday — WRMO (Auburn) — Father Justin's Rosary Hour, 6:30 p. m.
Tuesday — WREY (Buffalo) — Lenten Talks, 9:45 a. m.
Thursday — WRBO (Auburn) — Faith in Our Time, 10:15 a. m.
Thursday — WENY (Elmira) — Faith in Our Time, 10:15 a. m.
Saturday — WSAF (Rochester) — Junior Catholics, 11:15 a. m.
Saturday — WRAM (Rochester) — Youth and Religion, 2:30 p. m.

Barabbas Talk By Msgr. Sheen

New York — "Barabbas and the Thief," an address based on the significance of the three crosses of the Crucifixion, will be delivered by Rev. Msgr. Fulton J. Sheen during the Catholic Hour on Palm Sunday, April 14, 6:00 p. m. EST.

This will be the 11th in a series of talks by the well-known priest on the general subject, "Love on Pilgrimage."

The "care of Christ" is his topic for Easter Sunday, April 21, 6:00 p. m. EST.

Special Lenten music for both programs will be sung by the choir of St. Mary's Seminary, Boland Park, Baltimore, and broadcast through NBC's affiliate station WRAM-Baltimore. The choir is directed by Rev. John S. Seiner.

"The Catholic Hour" is broadcast weekly by NBC and the National Council of Catholic Men, Washington.

Nurses' Choir In Easter Song

Easter music on the "Catholic Corner" over radio station WRBO at 10:30 a. m. on Palm Sunday and Easter Sunday will be sung by the Sacred Nurses' Choir of St. Mary's Hospital School of Nursing.

The singing will be directed by the Rev. Charles J. McCarthy. Program is under direction of the Rev. Charles E. Connel, chaplain of St. Mary's Hospital.

Urges Pension Increase
 Washington — (INS) — Secretary of Labor Lewis Schwellenbach urged an increase in Social Security pensions: "It needs no persuasion to demonstrate how pitifully inadequate is \$38 a month for a retired man and his wife. Insurance benefits must bear some relationship to the needs of the beneficiary."

PALACE
 Starts Thursday, April 11
 VIVIAN BLAINE
 DENNIS O'KEEFE
 PERRY COMO
 CARMEN MIRANDA in
DOLL FACE
 Plus
 VINCENT PRICE
 LYNN BARR in
SHOCK

CENTURY
 Starts Wednesday, April 10
 BING CROSSBY
 BOB HOPE
 DOROTHY LAMOUR in
ROAD TO UTOPIA
 Plus
BLONDE ALIBI
 with
 MARTHA DRISCOLL
 TOM NEAL

CAPITOL
 Starts Thursday, April 11
 DOROTHY McGUIRE
 GEO. BRENT
 ETHEL BARKWYME in
The Spiral Staircase
 DEANNA DURBIN
 CHAS. LAUGHTON
 FRANCHOT TONI in
Because of Him

Broadway Plays Go Hollywood

Picture Parade

The following picture give William H. Merrick's estimate of the entertainment value of new motion pictures: *** indicates an Outstanding picture. ** Excellent. * Good. Satisfactory. X Weak. Lapses in dramatic quality of the entire picture is shown in parentheses.

"THE GREEN YEARS" *** (Family) MGM. Cronin's novel comes to the screen with compelling force to obtain inevitable nomination for Academy honors and to enter the first bid for next year's Oscar. It is a tender, moving and entirely believable story about Robert Shannon, Irish orphan raised by Scottish Presbyterian relatives. Though only a small boy (skillfully portrayed by Dean Stockwell), the boy in "Anchors Aweigh" holds firm to his father's faith. In later years (well played by Tom Drake) he meets insurmountable obstacles in his ambition to become a doctor. He is aided by a kindly professor (Richard Dix) who confers scholarship, but is defeated by sudden illness. His grandfather (Hume Cronyn), a frugal Scot, will not help and the youth all but loses faith in God because his most earnest prayers remain unanswered. All along, his inebriate grandpa (Charles Coburn, in fine form) is his friend and mentor, but the old man is penniless and cannot help the lad, who even defers his romance with a sweet young Scottish singer (Bevly Sills) until he can support her. Father, then offer her marriage that may end all chance of career for either of them. Eventually, the old man, after death, is ironically responsible for the boy's first real opportunity. Here is a film for everybody. Not expected by those Catholics who may have under the stress of adverse circumstance. Robert Ardrey and Sonya Levien have extracted the last ounce of sweetness and meaning from the novel and Victor Saville has given it masterful direction. This is a film no one should miss.

"BANDS OF BEEHIVEWOOD FOREST" ** (Family), Columbia. Technicolor adventure yarn based on Sherwood forest lore with Robin Hood's son (Cornel Wilde) raising the fair noblewoman (Anita Louise) from the dead, had Baron (Henry Daniell), Robin Hood himself (Russell Hicks), portly and gray, could no more climb a tree than Elmer Fudd, but the son's character improvised by author. Castellan, who, from an inspired effort while visiting Sherwood Forest as a G. I. of World War I, has written several books about the gay outlaw, makes up for it all. Do not look for history or strict fidelity to period and you may enjoy yourself, especially if you take luncheon along with you.

Movies Can Aid Peace Says Vatican Paper
 Vatican City — (NC) — Commenting on the second between American film companies and the Italian Government regarding the number of films to be admitted into that country each year, Osservatore Romano, Vatican City daily, states that "motion pictures contribute much toward understanding among nations." Only pictures of recognized artistic quality and such as they will not harm the feeling of other nations or war god relations, should be sent abroad," Osservatore comments.

SHINE THEATRES
 Matinee Starting 2 P. M. SAT. SUN. and HOLIDAYS
 All Theatres Open 8:15 P. M.

Judy Garland, John Hodiak
HARVEY GIRLS
 Richard Dix
 Voice of the Whistler

Gene Tierney
LEAVE HER TO HEAVEN

Jack Haley
SING YOUR WAY HOME

Edw. C. Robinson
SCARLET STREET
 Constance Moore
MEXICANA

Erol Flynn
SAN ANTONIO
 Pat O'Brien
MAN ALIVE

Brande Joyce
ENCHANTED FOREST
 Alan Curtis
DALTON'S RIDE AGAIN

Ingrid Bergman
SPELLBOUND
 Judy Canova
MET THE RAY

Yvonne DeCarlo
FRONTIER GAL
 Robert Benchley
S N A U

REGENT
 Starts Thursday, April 11
 THIRD WEEK
 GARY COOPER
 INGRID BERGMAN in
 Elsa Frenkel's
SARATOGA TRUNK

TEMPLE
 Starts Friday, April 12
 Wanderer of the Wasteland
 with JAMES WARREN
 AUDREY LONG
 The Shadow Returns
 with Ken Richmond
 Barbara Reed

CAPITOL
 Starts Thursday, April 11
 DOROTHY McGUIRE
 GEO. BRENT
 ETHEL BARKWYME in
The Spiral Staircase
 DEANNA DURBIN
 CHAS. LAUGHTON
 FRANCHOT TONI in
Because of Him

Movie Guide

Now Films Reviewed
 Hotel Newaya, A-1
 John Doe, A-1
 Our Hearts Were Growing Up, A-1
 Tender Years, A-1
 The Black Cat, A-2
 The Black Cat, A-2
 The Black Cat, A-2
 Talk About a Lady, A-2
 They're Not in the Mood, B

At the Theaters
LOEWE ROCKETTES
 Alabama Town, A-2
 One Way to Love, A-2

REGO Palace
 Sea Hunt, B
 Shock, A-2

Century
 Head to Head, B
 Moods AMB, A-2

Regent
 Starvation Trunk, B

Capital
 The Spiral Staircase, A-2
 Because of Him, A-2

Temple
 Wanderer of the Wasteland, A-2
 The Shadow Returns, A-1

(Elite)
 Colonial

Terrence by Night, A-1
 Festive Holiday, A-1
 Reminiscence Journey, A-2

Capital
 Greenwich Village, A-2
 The Merry Men, B
 Affairs of Husbands, B
 Moonlight and Cakes, A-2
 Song of the Prairie, (not closed)

Forest Hill, A-1

Kessary
 Mad Men, A-1
 Myfield Folies, A-2

Regent
 Crisis of the Century, A-2
 Tokyo Rose, A-1
 Song of Arizona, A-1

Grand
 Spiral Staircase, A-2
 The Lady, A-1
 You and the Third, A-1
 Thundering River, (not closed)

Waugh Novel Draws Praise

Washington — (NC) — High praise for Evelyn Waugh's "Brideshead Revisited" was voiced by the Rev. John S. Kennedy, editor of the "New York Times," reviewing the English novel before a Critics Forum gathering of more than 1,500 persons here.

Father Kennedy lauded the depiction of "the fact and the workings of divine grace" as an extraordinary accomplishment of the book. Characterizing "Brideshead Revisited" as a "thoroughly adult novel," he said: "Although what is chaste, peevish, foolish, and downright wicked in our day, it is the unchanging, the unaltered, the all-sufficient grace of God."

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EASTMAN THEATER
 27th Street at Jackson

Vacation Opportunities Many for Former GI's

St. Marys, Kan. — (NC) — Former service men considering the priority vacation will be welcomed by many American camps, according to an article in the April issue of The Friend, by the Rev. Anthony C. O'Flynn, S. J., of St. Mary's College, St. Marys, Kansas.

The article, the result of a survey of the policies of 84 U. S. Archdioceses and Bishops on the acceptance of candidates for the priesthood, points out that there is a dire need of priests in the South and the West.

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